

TABLE OF EXHIBITS

Ex. A-1	Your Baby Can Read! Infomercial DVD (YBCFTC00218697) (video provided on attached media disc).....	1 page
Ex. A-2	Your Baby Can Read! Infomercial Transcript.....	51 pages
Ex. B	Radio Advertisement (YBCFTC00000733) (audio file provided on attached media disc).....	1 page
Ex. C	Radio Advertisement (YBCFTC00000734) (audio file provided on attached media disc).....	1 page
Ex. D	Print Advertisement (YBCFTC00000693).....	1 page
Ex. E	Product Packaging (YBCFTC00000776).....	2 pages
Ex. F	Product Packaging (YBCFTC00000779).....	5 pages
Ex. G	Product Packaging (YBCFTC00000808).....	5 pages
Ex. H	Website Excerpts.....	4 pages
Ex. I	YBC YouTube Video (YBCFTC00000964) (video provided on attached media disc).....	1 page
Ex. J	YBC YouTube Video (YBCFTC00000965) (video provided on attached media disc).....	1 page



[Video provided on attached media disc]

1 OFFICIAL TRANSCRIPT PROCEEDING

2 FEDERAL TRADE COMMISSION

3

4 MATTER NO. 1123045

5 TITLE YOUR BABY CAN READ!

6 DATE RECORDED: DATE UNKNOWN

7 TRANSCRIBED: DECEMBER 13, 2011

8

9 PAGES 1 THROUGH 50

10

11 YOUR BABY CAN READ! INFOMERCIAL

12

13

14

15

16

17

18

19

20

21

22

23

24

For The Record, Inc.

25

(301) 870-8025 - www.ftrinc.net - (800) 921-5555

1 FEDERAL TRADE COMMISSION

2 I N D E X

3

4 RECORDING: PAGE:

5 Your Baby Can Read! Infomercial 3

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

1 FEDERAL TRADE COMMISSION

2

3 In the Matter of:)
4 Your Baby Can Read!) Matter No. 1123045
5)
6 -----)

7 Date Unknown

8

9

10

11 The following transcript was produced from a
12 digital recording provided to For The Record, Inc. on
13 November 30, 2011.

14

15

16

17

18

19

20

21

22

23

24

25

1 P R O C E E D I N G S

2 - - - - -

3 YOUR BABY CAN READ! INFOMERCIAL

4 ON SCREEN: Your Baby Can Read!

5 BABY'S VOICE: Your baby can read.

6 ON SCREEN: The following is a paid

7 presentation for Your Baby Can Read

8 MALE ANNOUNCER: The following is a paid

9 presentation for Your Baby Can Read.

10 ON SCREEN: Chad Murdock

11 TV PRODUCER/FATHER

12 CHAD MURDOCK: Hi, I'm Chad Murdock. As a

13 producer, I have seen thousands of products during my

14 career. Two years ago, I was compelled to bring one of

15 those products to you. I would have given anything to

16 have had Your Baby Can Read when my son, Michael, was

17 just a curious little boy or before my daughter,

18 Savannah, learned to walk. I am back again to share more

19 incredible stories from around the world.

20 Your response to Your Baby Can Read has been

21 overwhelming, with over one million families helping

22 babies learn to read. See how far some have grown and

23 you, too, will want to get Your Baby Can Read. What you

24 are about to see will amaze you.

25 ON SCREEN: Mia at 12 months HOME VIDEO

1 UNIDENTIFIED FEMALE: Which one says keys?

2 MIA: Yeah.

3 ON SCREEN: Lauren at 10 months HOME VIDEO

4 UNIDENTIFIED FEMALE: Wave. (Baby waving).

5 ON SCREEN: Archer at 18 months HOME VIDEO

6 UNIDENTIFIED FEMALE: What's that word?

7 ARCHER: Ball.

8 ON SCREEN: Anya Alexis at age 5 HOME VIDEO

9 ANYA ALEXIS: And I am sure she was able to
10 give a full --

11 ON SCREEN: Lydia at 15 months HOME VIDEO

12 UNIDENTIFIED FEMALE: What does this say?

13 LYDIA: Baby.

14 ON SCREEN: Jaden at 18 months HOME VIDEO

15 UNIDENTIFIED FEMALE: Ooh, what about this
16 word?

17 JADEN: Swing.

18 UNIDENTIFIED FEMALE: Oh, good job.

19 ON SCREEN: Atia at 22 months HOME VIDEO

20 UNIDENTIFIED FEMALE: These words say?

21 ATIA: Touch your ears.

22 ON SCREEN: Autumn at age 5 HOME VIDEO

23 AUTUMN: Fresh raspberry cupcakes with vanilla
24 creme.

25 ON SCREEN: Aiden at 18 months HOME VIDEO

1 AIDEN: Giraffe.

2 UNIDENTIFIED MALE: Giraffe.

3 ON SCREEN: Rex at 14 months HOME VIDEO

4 UNIDENTIFIED FEMALE: What does it say, Rex?

5 REX: Hi.

6 UNIDENTIFIED FEMALE: Hi, good job.

7 ON SCREEN: Charley at 18 months

8 UNIDENTIFIED FEMALE: Do you know this one?

9 CHARLEY: Oh, turtle.

10 UNIDENTIFIED FEMALE: Turtle.

11 UNIDENTIFIED MALE: Turtle.

12 ON SCREEN: Skyler at age 5 HOME VIDEO

13 SKYLER: Snakes stop their enemies from coming

14 too close.

15 ON SCREEN: Lydia at 19 months HOME VIDEO

16 UNIDENTIFIED FEMALE: What is this one?

17 LYDIA: Zip.

18 UNIDENTIFIED FEMALE: zip.

19 ON SCREEN: Dane at age 2 ½ HOME VIDEO

20 UNIDENTIFIED MALE: Fingers. Gorilla. Good

21 job, man.

22 ON SCREEN: Gianna at 15 months HOME VIDEO

23 CHAD MURDOCK: These children have seized this

24 ON SCREEN: Adam at 26 months HOME VIDEO

25 CHAD MURDOCK: -- small window of early

1 learning --

2 ON SCREEN: Cooper at 18 months HOME VIDEO

3 CHAD MURDOCK: -- and they love to learn.

4 Today, you're going to hear their amazing stories and
5 meet Dr. Robert Titzer who created the revolutionary
6 early learning system for his own daughter called Your
7 Baby Can Read.

8 ON SCREEN: Robert Titzer, Ph.D.

9 Creator of Your Baby Can Read

10 CHAD MURDOCK: I sat down with Dr. Titzer to
11 discuss a recent scientific study of two groups --

12 ON SCREEN: Results based on mean scores of two
13 study groups.

14 Study sponsored by Your Baby Can Read on ages
15 10 to 23 months.

16 CHAD MURDOCK: -- of babies, a Your Baby Can
17 Read group and a control group.

18 ON SCREEN: Test scores chart

19 DR. ROBERT TITZER: In all of these tests, the
20 control group babies were at average or below average,
21 whereas the Your Baby Can Read group babies had overall
22 higher language scores. They had cognitive functioning
23 scores higher than the control group babies. The Your
24 Baby Can Read group babies did better than the control
25 group babies in every area.

1 MALE ANNOUNCER: Stay tuned to see how you can
2 give your child the learning they crave before that
3 window closes.

4 ON SCREEN: Chad Murdock

5 TV PRODUCER/FATHER

6 CHAD MURDOCK: Let's get to these amazing
7 stories. The first of two families that I interviewed
8 shows that it can work for two children of different ages
9 in the same house.

10 ON SCREEN: Manning

11 Yma & Archer's Dad

12 MANNING: Very skeptical at first because you
13 don't know if your child will respond in the same way as
14 what you're seeing on the television.

15 ON SCREEN: Mona 24 MONTHS HOME VIDEO

16 Your Baby Can Read!

17 2008 Infomercial

18 MANNING: You may think, oh, here are these
19 people trying to --

20 ON SCREEN: Sophie 2 YEARS HOME VIDEO

21 Your Baby Can Read!

22 2008 Infomercial

23 MANNING: -- sell you some DVDs and they're
24 showing you kids who are able --

25 ON SCREEN: Aleka 9 MONTHS HOME VIDEO

1 Your Baby Can Read!

2 2008 Infomercial

3 MANNING: -- to learn how to read at a real
4 young age.

5 ON SCREEN: Amy

6 Yma & Archer's Mom

7 AMY: One and a half or two years old I ordered
8 it and it only took her a few months.

9 ON SCREEN: Yma at age 3 HOME VIDEO

10 AMY: I called Manning at work and I told him,
11 I said, oh, my gosh, she's reading. I have a film of her
12 on vacation, she worked up to a Beware of Mountain Lion
13 sign and it's three paragraphs and she just read it to
14 us.

15 ON SCREEN: Make plenty of noise while you hike
16 so as to reduce the chances of surprising a lion. I read
17 it to you, too.

18 YMA: Make plenty of noise while you hike so as
19 to reduce the chances of surprising a lion. I read it to
20 you, too.

21 ON SCREEN: Yma at age 3 HOME VIDEO

22 AMY: I'm doing dishes and I look over and
23 she's gone to her room and she's in there reading.

24 MANNING: I didn't really know whether it was
25 the program or whether it was just that Yma was really

1 gifted and talented.

2 ON SCREEN: Archer at 18 months HOME VIDEO

3 MANNING: But here Archer is being able to read
4 at one and a half.

5 UNIDENTIFIED FEMALE: What's that one?

6 ARCHER: Up.

7 UNIDENTIFIED FEMALE: And then what's that one?

8 ARCHER: Down.

9 UNIDENTIFIED FEMALE: Down.

10 MANNING: If you get one that he likes, he'll
11 start flailing and running around the room with
12 excitement over it.

13 UNIDENTIFIED FEMALE: What is it?

14 ARCHER: Hair.

15 UNIDENTIFIED FEMALE: Hair.

16 ON SCREEN: Yma at age 3 HOME VIDEO

17 MANNING: These are the times where every penny
18 you spend on your child is going to come back to you ten-
19 fold.

20 ON SCREEN: Dane at age 2 ½

21 DANE: Hi.

22 ON SCREEN: Kaci & Jamone

23 Dane's Parents

24 KACI: I really wanted education to be a
25 central part of what we were able to offer Dane.

1 JAMONE: She had a strong, you know, upbringing
2 in education and I didn't. When I was younger, I don't
3 remember having to come home and do homework because my
4 mother worked later and she didn't get home until 11:00
5 at night. I knew that I wanted my son to have a better
6 opportunity than I did.

7 ON SCREEN: Your Baby Can Read! HOME VIDEO
8 Since 13 months

9 KACI: Dane was 13 months when we started him
10 on Your Baby Can Read and we actually saw kids that were
11 much younger than that.

12 JAMONE: I'm always a skeptic. I'm like, you
13 know, these kids could be geniuses or something, I don't
14 know. But I'll buy it anyway just in case. I was
15 getting ready and all of a sudden he says one of the
16 words and he points at it and says, baby. And I'm like,
17 oh, oh, like he's recognizing the words.

18 ON SCREEN: Dane at age 2 ½ HOME VIDEO

19 JAMONE: What's this one?

20 DANE: Stars.

21 JAMONE: Stars, good job. What's this one?

22 DANE: Kicking.

23 JAMONE: Kicking, good job. What's this one?

24 DANE: Walk.

25 JAMONE: Walk.

1 KACI: People were commenting about how amazing
2 it was, all of these really wonderful reinforcing
3 comments.

4 JAMONE: One of my buddies came over and I'm
5 just like putting the words in front of Dane and Dane is
6 like shoulders, you know. And my buddy was like, did he
7 just read that? And I'm like, yeah. And he's like,
8 what? He's like, wait a minute, how old is he? So, he's
9 like -- he thinks Dane is a genius right now. And I'm
10 like, he's not a genius. I said, this baby can read.

11 UNIDENTIFIED FEMALE: Fingers.

12 KACI: You know, even if your child is already
13 two or already three or whatever the case may be,
14 anything that you can do to give your child a running
15 head start is a step in the right direction.

16 JAMONE: What's this one?

17 DANE: Eyes.

18 JAMONE: Good job.

19 CHAD MURDOCK: Every parent talks about how
20 easy it is if you just stay consistent. We couldn't get
21 to every place in the world that Your Baby Can Read is
22 having success, so they sent in their stories.

23 ON SCREEN: Map of the world

24 Scotland, UK

25 ON SCREEN: Sharon & Jeff HOME VIDEO

1 SHARON: We first came across Your Baby Can
2 Read at a Scottish baby show. At the time, my daughter
3 Charley was about nine, ten months old. We're at home
4 that day with the full Your Baby Can Read package and
5 really started enjoying it, and after a couple of weeks,
6 she was -- that was all she wanted to do, and it just
7 made me feel just wonderful.

8 UNIDENTIFIED FEMALE: Do you know this one?

9 CHARLEY: Turtle.

10 UNIDENTIFIED FEMALE: Turtle.

11 UNIDENTIFIED MALE: Turtle.

12 SHARON: We haven't had the problems with two-
13 years-olds, so we don't have temper tantrums, we don't
14 have the terrible twos. We never had anything. It's way
15 more than just teaching your child how to read.

16 ON SCREEN: Charley at 24 months HOME VIDEO

17 CHARLEY: He's searching. He's peeking.

18 SHARON: It's the best gift you can ever have.

19 All right, say bye-bye to the camera.

20 CHARLEY: Bye-bye.

21 ON SCREEN: Map of the world

22 Chicago

23 ON SCREEN: Steve & Laura

24 Atia's Parents

25 LAURA: I told all of my friends and family how

1 much I actually wanted this program.

2 ON SCREEN: Atia at 22 months HOME VIDEO

3 LAURA: Within the first two weeks, she knew
4 all the words.

5 UNIDENTIFIED FEMALE: This word says?

6 ATIA: Elephant.

7 UNIDENTIFIED FEMALE: Good. These words say?

8 ATIA: Touch your ears.

9 LAURA: We couldn't believe it. We really
10 couldn't believe that what we had seen on TV was actually
11 working at our house.

12 ON SCREEN; Atia at 28 months HOME VIDEO

13 BABY: Eyes. Los ojos means eyes.

14 UNIDENTIFIED FEMALE: Los ojos means eyes,
15 that's right.

16 LAURA: She's now taking the cards and showing
17 them to her little brother and emulating how Steve and I
18 used to do it.

19 STEVE: The Your Baby Can Read system, it's an
20 amazing product that we swear by and we continue to use
21 it and we will use it for all of our children.

22 ATIA: Try and say spider. He said spider.

23 CHAD MURDOCK: You might be saying as a parent,
24 I am not an expert. You don't have to be. Your Baby Can
25 Read was designed by an expert who is also a father. He

1 will be the expert; you will be the teacher.

2 ON SCREEN: Robert Titzer, Ph.D.

3 Creator of Your Baby Can Read

4 DR. ROBERT TITZER: I was actually learning a
5 lot about how babies learn and, at the same time, I was
6 dropping my own baby off at the babysitter's house. So,
7 I felt really guilty dropping her off because I knew that
8 her brain was developing very rapidly.

9 ON SCREEN: Footage from Dr. Titzer's original
10 video. HOME VIDEO

11 DR. ROBERT TITZER: So, I made a video and on
12 the video, I put words and then acted out the words.
13 Snow, this is snow.

14 So, I asked the babysitter, please put this
15 video in any time you're not actively engaged, playing
16 with Aleka. After about six months, she started
17 recognizing all the words in the video.

18 ON SCREEN: Aleka at 9 months HOME VIDEO

19 DR. ROBERT TITZER: This is not a short-term
20 effect. This is a long-term effect that can change
21 everything about the child, what the child's interested
22 in, how the child does in school, the child's self
23 esteem. This can put your child on a different path in
24 life. This is what has happened with our family and
25 many, many thousands of other families.

1 CHAD MURDOCK: There are so many examples of
2 how Your Baby Can Read has helped children later in their
3 education.

4 ON SCREEN: Anya Alexis 12 Months Old

5 Your Baby Can Read!

6 2008 Infomercial

7 Since 3 months

8 CHAD MURDOCK: Who can forget Anya Alexis? I
9 got to sit down with her mother, Brandy, in Oklahoma, who
10 knew Your Baby Can Read could work when she first heard
11 Dr. Titzer speak.

12 ON SCREEN: Anya Alexis at age 2 HOME VIDEO

13 Charlotte's Web

14 "...and she took hold of the axe and tried to
15 pull it out of her father's hand."

16 ANYA ALEXIS: And she took a hold of the axe
17 and tried to pull it out of her father's hand. That's
18 not nice.

19 ON SCREEN: Brandy

20 Anya Alexis' Mom

21 BRANDY: I look back when she was smaller and I
22 was always so proud.

23 ON SCREEN: Anya Alexis at age 3 HOME VIDEO

24 ANYA ALEXIS: Oh, no, kind spirit. Then he
25 will be spared.

1 ON SCREEN: Anya Alexis at age 2 HOME VIDEO

2 BRANDY: Anya Alexis is drawn toward berries
3 and anything that's make-believe.

4 ON SCREEN: Anya Alexis at age 5 HOME VIDEO

5 BRANDY: When Anya Alexis was three years old,
6 she read her first Harry Potter book and she fell in love
7 with it.

8 ANYA ALEXIS: ...able to imagine two people
9 less likely to fall in love. I think you are forgetting,
10 said...

11 BRANDY: I have yet to see a baby that has not
12 enjoyed the Your Baby Can Read series. It makes it very
13 easy for the parent. It's easy and enjoyable for the
14 child and the process works.

15 ON SCREEN: JuniorVersity

16 Your Baby Can Read!

17 Since 2005

18 CHAD MURDOCK: Gwendolyn Cruise, Director of
19 JuniorVersity has been using Your Baby Can Read since
20 2005, with amazing results.

21 GWENDOLYN: How many of you guys are going to
22 go to Ivy League schools?

23 ON SCREEN: Gwendolyn

24 Director of JuniorVersity

25 GWENDOLYN: I do not get behind anything that I

1 do not believe in. If I don't believe in it, I'm not
2 going to try to push it, sell it. Our first graders here
3 are now reading at a third grade level. A lot of people
4 are not fortunate to have all of the extra monies and
5 things that they need to make sure that their child can
6 read, can count. Then what? By this time, they're
7 giving up. And then here's the gang members and all the
8 other negative people that are coming in and taking over
9 that child's mind.

10 If I could take this program into the projects,
11 I could make a difference. Your Baby Can Read would be
12 the answer for a parent that's waiting for a way out.
13 They didn't have it, but this could be an answer for the
14 kids. Get the Baby Can Read program, it works.

15 CHAD MURDOCK: It is hard to cut one minute of
16 these special stories, so here are just a few.

17 UNIDENTIFIED FEMALE: My baby is two years old
18 and he is reading.

19 UNIDENTIFIED MALE: He can read, he can
20 understand, he's using the correlations perfectly.

21 UNIDENTIFIED FEMALE: I was like, oh, my gosh,
22 he can read.

23 UNIDENTIFIED MALE: Your Baby Can Read has done
24 miracles for our son.

25 UNIDENTIFIED FEMALE: The time that you would

1 spend with your children, that's bonding time. Take
2 advantage of that opportunity.

3 UNIDENTIFIED MALE: Your Baby Can Read is an
4 investment you should make.

5 UNIDENTIFIED FEMALE: You can't go wrong with
6 this program.

7 UNIDENTIFIED FEMALE: You have to see it.

8 UNIDENTIFIED MALE: Every day, you see a change
9 in your kid. Try it out. It will work.

10 CHAD MURDOCK: Every baby has a right to learn,
11 to read, to speak, to walk or whatever they choose to
12 learn.

13 ON SCREEN: This is a paid presentation for
14 Your Baby Can Read.

15 CHAD MURDOCK: But they can't choose if they
16 don't have a chance and we can give them the chance.

17 ON SCREEN: World map

18 Over 1 Million

19 FEMALE ANNOUNCER: Around the world, Your Baby
20 Can Read has reached over one million, touching lives by
21 helping babies learn to read and seeing is believing.

22 ON SCREEN: Lauren at 11 months HOME VIDEO

23 LAUREN: Elbow.

24 ON SCREEN: Cooper at 18 months HOME VIDEO

25 UNIDENTIFIED FEMALE: Good.

1 ON SCREEN: Atia at 22 months HOME VIDEO

2 ATIA: Touch your ears.

3 ON SCREEN: Lydia at 15 months HOME VIDEO

4 LYDIA: Baby.

5 FEMALE ANNOUNCER: When a baby is born, its
6 brain craves stimulation and its development accelerates
7 at an incredible pace.

8 ON SCREEN: Human Brain Development

9 Synapse Formation Dependent on Early
10 Experiences

11 Graph

12 FEMALE ANNOUNCER: Studies have shown that
13 synaptic connections related to language acquisition
14 start before birth and peak around 11 months of age --

15 ON SCREEN: Phenomenal brain development during
16 a child's first 5 years

17 Simulation

18 25% 75% 90%

19 Birth 2 Years 5 Years

20 FEMALE ANNOUNCER: -- with nearly 90 percent of
21 this incredible window of growth complete in their first
22 five years. Every parent can seize this small window of
23 opportunity and truly give their child an early start on
24 all learning.

25 ON SCREEN: Awards for Your Baby Can Read!

1 FEMALE ANNOUNCER: Your Baby Can Read is a
2 multiple award winner, a proven learning system which can
3 give your child --

4 ON SCREEN: Racquel at 18 months HOME VIDEO

5 FEMALE ANNOUNCER: -- increased communication,
6 enhanced learning and overall confidence.

7 ON SCREEN: Adam at 26 months HOME VIDEO

8 ON SCREEN: Aiden at 18 months HOME VIDEO

9 FEMALE ANNOUNCER: The infant and toddler years
10 are the best and easiest time to learn --

11 ON SCREEN: Synapses in Infants and Toddlers
12 Tens of thousands of brain connections are
13 created every second!

14 FEMALE ANNOUNCER: -- when the brain is
15 creating thousands of synapses or connections every
16 second. This allows a child to learn both the written
17 word and spoken word.

18 TV: Elephant.

19 ON SCREEN: Simulation of child learning words

20 Clap

21 Visual Cortex

22 Auditory Cortex

23 Somatosensory Cortex

24 Motor Cortex

25 Speech

1 FEMALE ANNOUNCER: At the same time. This is
2 how easy it works. Your child will see the word and, at
3 the same time, hear the word.

4 TV: Clap.

5 FEMALE ANNOUNCER: Then your child will see and
6 hear the meaning of the word through pictures or actions.
7 Your Baby Can Read is an easy-to-use system that works by
8 using a color code that starts with blue.

9 ON SCREEN: DVD Book Sliding Cards

10 FEMALE ANNOUNCER: One video, one book and one
11 set of sliding cards until your child is ready to move on
12 to the next color.

13 Stimulate your child's brain naturally and
14 easily with fun, interactive text, pictures --

15 ON SCREEN: Adam at 26 months HOME VIDEO

16 FEMALE ANNOUNCER: -- songs and games.

17 ON SCREEN: Kyan at 17 months HOME VIDEO

18 FEMALE ANNOUNCER: Your Baby Can Read can --

19 ON SCREEN: Dane at 2 2/1 years HOME VIDEO

20 FEMALE ANNOUNCER: -- become the foundation --

21 ON SCREEN: Mena at age 3 HOME VIDEO

22 FEMALE ANNOUNCER: -- for all learning for --

23 ON SCREEN: Jaden at 20 months HOME VIDEO

24 FEMALE ANNOUNCER: -- the rest of their

25 lives --

1 ON SCREEN: Results based on mean scores of two
2 study groups.

3 Study sponsored by Your Baby Can Read on ages
4 10 to 23 months.

5 FEMALE ANNOUNCER: -- and science proves it.

6 ON SCREEN: Overall Language Results chart

7 Auditory Communication Results

8 Expressive Communication Results

9 Overall Cognitive Results

10 FEMALE ANNOUNCER: In a scientific study with
11 two groups of 10 to 23-month-old babies, the Your Baby
12 Can Read group scored higher than the control group in
13 all areas of the tests, overall language, understanding
14 what they hear, expression using language and overall
15 cognitive ability. This is proven.

16 Seize this small window of opportunity while
17 they're young.

18 ON SCREEN: Lauren at 15 months HOME VIDEO

19 FEMALE ANNOUNCER: This is the only chance
20 you'll ever have to be their first teacher.

21 ON SCREEN: 30 DAY RISK FREE TRIAL

22 \$14.95

23 PLUS S&H

24 Early Language Learning System

25 CALL OR LOG ON RIGHT NOW

1 FEMALE ANNOUNCER: Call or go online right now
2 for a 30-day risk-free trial. Try the complete Your Baby
3 Can Read Early Language Development System risk-free for
4 only \$14.95. And it's fully refundable. You pay nothing
5 now except the trial amount. That's right, get it all.

6 ON SCREEN: 30 DAY RISK FREE TRIAL

7 \$14.95

8 PLUS S&H

9 Get Everything You Need To Help Your Child
10 Succeed

11 Early Language Learning System

12 FEMALE ANNOUNCER: And for the first time, you
13 get everything you need for your child to succeed.

14 ON SCREEN: 30 DAY RISK FREE TRIAL

15 \$14.95

16 PLUS S&H

17 Start Off With The Parent Pack:

18 Parents' Guide + Early Learning Workshop

19 FEMALE ANNOUNCER: To begin your program, you
20 get the baby's first teacher package that includes the
21 Your Baby Can Read Success Guide with easy, step-by-step
22 instructions, Dr. Titzer's DVD where he shares with you
23 the secrets of how this easy program has helped hundreds
24 of thousands around the world.

25 ON SCREEN: 30 DAY RISK FREE TRIAL

1 \$14.95

2 PLUS S&H

3 Start Off With The Parent Pack:

4 166 Teaching Words & 15 Games

5 FEMALE ANNOUNCER: We also include 166

6 interactive words with 15 fun games to share and enjoy

7 with your child.

8 ON SCREEN: 30 DAY RISK FREE TRIAL

9 \$14.95

10 PLUS S&H

11 Be Your Baby's First Teacher

12 Karli

13 KARLI: You are your child's first teacher.

14 You are the one that loves your child unconditionally and

15 wants them to succeed.

16 ON SCREEN: 30 DAY RISK FREE TRIAL

17 \$14.95

18 PLUS S&H

19 5 LEVELS OF LEARNING:

20 FEMALE ANNOUNCER: You'll receive this

21 incredible five levels of learning set. This proven read

22 and play program captures your child's attention using

23 interactive books, DVDs and sliding cards.

24 ON SCREEN: 30 DAY RISK FREE TRIAL

25 \$14.95

1 PLUS S&H

2 The Complete Five Level Learning System

3 FEMALE ANNOUNCER: And before you know it, your
4 baby can read.

5 ON SCREEN: 30 DAY RISK FREE TRIAL

6 \$14.95

7 PLUS S&H

8 30 Day Money Back Guarantee

9 FEMALE ANNOUNCER: That's right. If you do not
10 see success in 30 days, just send it back for a complete
11 refund, no questions asked.

12 ON SCREEN: 30 DAY RISK FREE TRIAL

13 \$14.95

14 PLUS S&H

15 SPECIAL BONUS!!

16 FREE Gift With Purchase

17 Your Child Can Read!

18 FEMALE ANNOUNCER: As a free gift with your
19 purchase today, you'll also get a special bonus. It's
20 our incredible companion DVD series, Your Child Can Read,
21 that will help unlock the next level of your child's
22 reading potential.

23 ON SCREEN: 30 DAY RISK FREE TRIAL

24 \$14.95

25 PLUS S&H

1 EXCLUSIVE OFFER!

2 Not Available In Any Store

3 FEMALE ANNOUNCER: This exclusive offer is not
4 available in any store. The DVDs from Your Child Can
5 Read give you hundreds and hundreds of new words as it
6 teaches phonics, comprehension and reading speed --

7 ON SCREEN: 30 DAY RISK FREE TRIAL

8 \$14.95

9 PLUS S&H

10 EXCLUSIVE OFFER!!

11 FREE Gift With Purchase

12 FEMALE ANNOUNCER: -- and it's yours to keep
13 absolutely free with your purchase.

14 But that's not all. With this exclusive
15 television offer, call or go online right now and your
16 shipping and handling is free.

17 ON SCREEN: 30 DAY RISK FREE TRIAL

18 \$14.95

19 PLUS S&H

20 FREE Shipping & Handling

21 Call Now Risk Free Trial

22 FEMALE ANNOUNCER: Order this 30-day risk-free
23 trial.

24 ON SCREEN: 30 DAY RISK FREE TRIAL

25 \$14.95

1 PLUS S&H
2 FREE Shipping & Handling
3 SATISFACTION GUARANTEED
4 FEMALE ANNOUNCER: Your satisfaction is 100
5 percent guaranteed. You can give your child the ultimate
6 gift, a real head start in life. Order Your Baby Can
7 Read now.

8 ON SCREEN: Chad Murdock
9 TV PRODUCER/FATHER
10 CHAD MURDOCK: You know, in the first show, we
11 had a chance to be introduced to an amazing family, with
12 two boys who both learned to read early with Your Baby
13 Can Read.

14 ON SCREEN: Brian & Lindsay
15 Graham & Ridley's Parents
16 LINDSAY: Graham started at, I would say,
17 around the six-month mark and we didn't see any sign.

18 ON SCREEN: Graham at 14 months HOME VIDEO
19 LINDSAY: But as soon as he could talk, he was
20 reading everything off the screen.

21 GRAHAM: Teeth.

22 UNIDENTIFIED FEMALE: Good job.

23 GRAHAM: Keys.

24 UNIDENTIFIED FEMALE: Keys. What's that?

25 GRAHAM: Monkey.

1 UNIDENTIFIED FEMALE: Monkey.

2 LINDSEY: I don't know if I worried whether he
3 would be well-rounded. Before I even had a chance to be
4 worried, he was outside shooting hoops.

5 ON SCREEN: Graham at age 8

6 GRAHAM: You know, reading's fun and it leads
7 you to lots of other things, too. I've always loved to
8 play sports, you know, art I love, piano.

9 LINDSEY: Having Ridley do the exact same thing
10 two years later was the give-away right there.

11 ON SCREEN: Ridley at 18 months HOME VIDEO

12 LINDSAY: It was all as a result of this
13 program.

14 RIDLEY: Tiger.

15 LINDSEY: What does a tiger say?

16 RIDLEY: Delicious.

17 LINDSEY: We've had parents come up to us and
18 say, I want you to know, Graham or Ridley inspired my
19 child to read.

20 GRAHAM: That just makes me feel really great.

21 ON SCREEN: Graham at age 5 HOME VIDEO

22 GRAHAM: And also new people that I meet,
23 they're like how did you learn how to read that quickly,
24 and I said, Your Baby Can Read.

25 The Civil War would last for years and take the

1 lives of more than 600,000 Americans.

2 UNIDENTIFIED FEMALE: No way.

3 GRAHAM: Way.

4 BRIAN: Your Baby Can Read really opens up an
5 unlimited possibility for your child.

6 LINDSEY: We think about our children and their
7 future and we want their future to be bright and to give
8 them every opportunity, and with Your Baby Can Read, you
9 really are giving your kids so much more than you ever
10 dreamed. I have to thank Your Baby Can Read for the gift
11 that they have given our family.

12 ON SCREEN: Cheryl

13 Lydia's Mom

14 CHERYL: When I was pregnant with Lydia, we
15 didn't think about reading. We thought we wanted her to
16 be interested in books and look at pictures all along the
17 way, and we planned on reading to her, but we never
18 thought that she would be reading to us.

19 ON SCREEN: Lydia at 19 months HOME VIDEO

20 LYDIA: No.

21 UNIDENTIFIED FEMALE: No. And this word?

22 LYDIA: Eyes.

23 UNIDENTIFIED FEMALE: Eyes. That's good. What
24 is this word?

25 LYDIA: Zip.

1 UNIDENTIFIED FEMALE: Zip.

2 CHERYL: She loves to learn and it's not like
3 there's anything particular about Lydia. I think all
4 babies love to learn. It's just nurturing that love of
5 learning, instead of waiting until they're five and six
6 years old and then it's a chore for them.

7 LYDIA: Bubble.

8 UNIDENTIFIED FEMALE: Bubble. Very good. And
9 this one?

10 LYDIA: Ball.

11 UNIDENTIFIED FEMALE: Ball.

12 CHERYL: Your Baby Can Read, in my opinion, is
13 the best thing we could have done for Lydia. Instead of
14 just sending her off somewhere and hoping somebody else
15 might teach her something, I'm ensuring that she's
16 learning.

17 CHAD MURDOCK: We couldn't get to every place
18 in the world that Your Baby Can Read is having success,
19 so they sent in their stories.

20 ON SCREEN: Map of the world

21 THE PHILIPPINES

22 ON SCREEN: Joanna HOME VIDEO

23 Adam's Mom

24 JOANNA: Here in the Philippines two languages
25 is a must.

1 ON SCREEN: Adam at 26 months HOME VIDEO

2 JOANNA: It's very, very unusual for a Filipino
3 child to read and speak this early.

4 UNIDENTIFIED FEMALE: What is this?

5 ADAM: Arm.

6 UNIDENTIFIED FEMALE: Arm. What is this?

7 ADAM: Dog.

8 UNIDENTIFIED FEMALE: Dog.

9 JOANNA: I just purchased the program and it
10 started with -- I started with Adam when he was four
11 months old.

12 TV: There's a red bow.

13 ADAM: There's a red bow.

14 TV: Elbow.

15 ADAM: Elbow.

16 TV: Elbow.

17 ADAM: Elbow.

18 JOANNA: When he was a year something and he
19 was able to really communicate well already, he would
20 say, watch DVD, watch DVD. He learned most of the things
21 that he knows now from Your Baby Can Read.

22 ADAM: It's a big elephant. A big elephant.

23 JOANNA: I think Your Baby Can Read is a must
24 in your home. You really have to have this product and
25 start using it with your babies.

1 ON SCREEN: Map of the world

2 New York

3 UNIDENTIFIED FEMALE: Lauren, what does that
4 say? Good job.

5 On screen: Cory & Krissy HOME VIDEO

6 Lauren's Parents

7 KRISSY: I saw the program when I was pregnant
8 and I said we had to have it, especially with all the
9 testimonials. You see all the kids doing it. You know
10 it can't be fake.

11 ON SCREEN: Your Baby Can Read!

12 Since 3 months

13 HOME VIDEO

14 KRISSY: So, I think at three months is when we
15 had started Your Baby Can Read, and she loved it. And
16 then I think about the nine-month mark, she was starting
17 to pick up the words.

18 ON SCREEN: Lauren at 10 months HOME VIDEO

19 UNIDENTIFIED FEMALE: Wave.

20 KRISSY: We kind of looked at each other with
21 our jaws down like, did she just do that? And we were
22 like -- you know, we're calling the grandmas, we're
23 calling the brothers. We had to tell everybody.

24 ON SCREEN: Lauren at 11 months HOME VIDEO

25 UNIDENTIFIED FEMALE: Kick. Drum.

1 CORY: It's definitely -- this is proof that
2 they do absorb everything they say at such a young age.

3 ON SCREEN: Lauren at 15 months HOME VIDEO

4 KRISSY: She loves it, so why wouldn't I want
5 to spend time with her doing her favorite thing?

6 LAUREN: Keys. Cow.

7 CORY: It's unknowing what she'll accomplish in
8 her life.

9 LAUREN: Pig.

10 UNIDENTIFIED FEMALE: What sound does a piggy
11 make?

12 LAUREN: Oink, oink.

13 ON SCREEN: Robert Titzer, Ph.D.

14 Creator of Your Baby Can Read

15 DR. ROBERT TITZER: Imagine what the world is
16 going to be like if we have more of those kinds of babies
17 and toddlers in the future. They just have a life in
18 front of them full of opportunities and to think that not
19 only my own children, but I have met many thousands of
20 children all over the world. People are using Your Baby
21 Can Read and they love using this program because it is
22 changing their lives.

23 CHAD MURDOCK: What amazes me about Dr. Titzer
24 is his true passion and desire for every child in the
25 world to be able to read.

1 What an honor it was to interview so many
2 families. See how Your Baby Can Read has changed their
3 lives.

4 UNIDENTIFIED FEMALE: Eighteen months, you
5 know, she's reading.

6 UNIDENTIFIED FEMALE: There's books, there's
7 flip cards, there's flip pages.

8 UNIDENTIFIED FEMALE: It's absolutely the one
9 thing every parent should have.

10 UNIDENTIFIED FEMALE: I go show all my family
11 and they were like, wow, he's reading.

12 UNIDENTIFIED FEMALE: The children picked it up
13 immediately and I was amazed.

14 UNIDENTIFIED FEMALE: Start it now, you're
15 going to see results.

16 UNIDENTIFIED MALE: I can't see how people
17 could see this commercial and not own this. You have to
18 buy it.

19 CHAD MURDOCK: You have this chance to do it
20 right now for your kids or have the chance to give it as
21 a gift. These last two stories are really special and
22 you will see how Your Baby Can Read is changing lives
23 every day.

24 ON SCREEN: Lautrice & Willie
25 Racquel's Parents

1 LAUTRICE: Before she was born, conceived or
2 even thought of in our marriage, whatever was going to
3 happen, she was going to be educated.

4 WILLIE: Lautrice had a great pregnancy, we had
5 no indication that anything was wrong, and then, all of a
6 sudden, she went into labor.

7 ON SCREEN: Your Baby Can Read is not designed
8 as a course of treatment or teaching aid for children
9 with learning disabilities.

10 You should immediately consult a professional
11 if you suspect that your child may have a learning
12 disability.

13 WILLIE: So, when she was born, she was two
14 pounds, 14 ounces. They said that she had had some
15 episodes. She had stopped breathing five times during
16 the night. All we could hope for was that she'd survive.
17 And then that also inspired us to provide more so that
18 she would be all that she could be.

19 One day I was watching an interview with Dr.
20 Titzer. I kind of looked at it skeptically.

21 ON SCREEN: Evan 24 Months HOME VIDEO
22 Your Baby Can Read
23 2008 Infomercial

24 WILLIE: Then I saw a bunch of children reading
25 words.

1 ON SCREEN: Andy 18 Months HOME VIDEO

2 Your Baby Can Read

3 2008 Infomercial

4 WILLIE: So, I said to myself, I'm going to
5 give this a shot.

6 ON SCREEN: Jacob 18 Months HOME VIDEO

7 Your Baby Can Read

8 2008 Infomercial

9 WILLIE: It may work, it may not, but I'm going
10 to try everything I can to give my child everything I can
11 give her.

12 LAUTRICE: As a reading specialist, I said,
13 developmentally, a child has to be ready to read, and at
14 one, they're not ready to read. And then he put it on,
15 Raquel took to it like a fish takes to water.

16 ON SCREEN: Racquel at 18 months HOME VIDEO

17 UNIDENTIFIED MALE: What does this say?

18 RACQUEL: Rattle.

19 UNIDENTIFIED MALE: Rattle.

20 WILLIE: She was up to about 500 words the last
21 time I checked. She's sitting there, either she knows
22 what some of the words mean or she wants to know. We
23 can't go to a stop sign without hearing the word "stop."

24 UNIDENTIFIED MALE: What does this say?

25 RACQUEL: Monkey.

1 UNIDENTIFIED MALE: Monkey. What does this
2 say?

3 RACQUEL: Kick.

4 WILLIE: I know what it feels like to
5 almost lose her, so I will never take her for granted and
6 that -- you know, anything that she needs to have is
7 provided for. Your Baby Can Read does what it was
8 advertised to do.

9 LAUTRICE: She should have the ability to live
10 life and live life to the fullest and that's our jobs and
11 that's what we're going to do for her.

12 UNIDENTIFIED MALE: What does this say?

13 RACQUEL: Your baby can read.

14 ON SCREEN: Sinda and Willie
15 Amelea's Parents

16 SINDA: I'd go home crying, you know, when I
17 was smaller like in elementary and -- because kids would
18 make fun of me.

19 ON SCREEN: Your Baby Can Read!

20 Since 6 months

21 Amelia at 20 months HOME VIDEO

22 SINDA: And I said, I don't want that for my
23 daughter.

24 WILLIE: She just went up and bought it. I
25 mean, just said, you know, this is going to help our

1 daughter, so I didn't care what it cost, you know.

2 SINDA: Yeah, he came home from work and I
3 said, well, honey, I bought a thing that's going to make
4 Amelea read.

5 ON SCREEN Amelia at 20 months HOME VIDEO

6 SINDA: Can you point to the word wave? Good
7 job.

8 WILLIE: Everybody thinks it's memory, you
9 know, she memorizes you saying that. But then we'd mix
10 it up a little bit and then they were like --

11 SINDA: And just write them, you know, just
12 random.

13 WILLIE: -- you know, just write them anywhere
14 in random order, and they were like, man, she is pretty
15 smart.

16 UNIDENTIFIED MALE: What's that one?

17 AMELEA: Ball.

18 UNIDENTIFIED MALE: Ball.

19 UNIDENTIFIED FEMALE: Mm-hmm.

20 UNIDENTIFIED MALE: What's that one?

21 AMELEA: Tree.

22 UNIDENTIFIED MALE: There we go.

23 WILLIE: We're like a billboard for y'all. I
24 mean, honestly, we're in the mall and people say, oh, how
25 did you do that? You know, you need to try to get it for

1 your child. If you love your grandbaby, get it.

2 UNIDENTIFIED MALE: Yeah, your ear. I mean,
3 it's unbelievable. You got to be plum lazy not to do it.

4 UNIDENTIFIED FEMALE: What's this one?

5 AMELEA: Monkey.

6 UNIDENTIFIED FEMALE: Yeah, monkey. How about
7 this one?

8 AMELEA: Bee.

9 UNIDENTIFIED FEMALE: Bee.

10 SINDA: My dad didn't even graduate high school
11 and he can't read. When my dad seen her read the
12 word for the first time, he said to her, I can't even
13 read that word. He thinks that's the best thing that's
14 ever -- that was ever invented.

15 UNIDENTIFIED FEMALE: What's this one?

16 AMELEA: Butter.

17 UNIDENTIFIED FEMALE: Butter. Ooh, that's
18 butter, it gets you.

19 WILLIE: Honestly, I don't think our baby would
20 have been that outgoing, you know, sharp, if it wasn't
21 for this, and that's the only reason why I'm here, you
22 know, to let them know that that's -- I think it's all
23 because of Your Baby Can Read.

24 UNIDENTIFIED FEMALE: Say bye-bye.

25 AMELEA: Bye-bye.

1 UNIDENTIFIED FEMALE: Yeah.

2 CHAD MURDOCK: What better way to start a
3 baby's education, giving them a love for learning and the
4 gift of reading for the rest of their life. So much in
5 life is made up of words --

6 ON SCREEN: This is a paid presentation for
7 Your Baby Can Read.

8 CHAD MURDOCK: -- and when you give them the
9 gift of reading, you give them the key to the world
10 around them for life.

11 ON SCREEN: World map

12 Over 1 Million

13 FEMALE ANNOUNCER: Around the world, Your Baby
14 Can Read has reached over one million, touching lives by
15 helping babies learn to read and seeing is believing.

16 ON SCREEN: Lauren at 11 months HOME VIDEO

17 LAUREN: Elbow.

18 ON SCREEN: Cooper at 18 months HOME VIDEO

19 UNIDENTIFIED FEMALE: Good.

20 ON SCREEN: Atia at 22 months HOME VIDEO

21 ATIA: Touch your ears.

22 ON SCREEN: Lydia at 15 months HOME VIDEO

23 LYDIA: Baby.

24 FEMALE ANNOUNCER: When a baby is born, its
25 brain craves stimulation and its development accelerates

1 at an incredible pace.

2 ON SCREEN: Human Brain Development

3 Synapse Formation Dependent on Early
4 Experiences

5 Graph

6 FEMALE ANNOUNCER: Studies have shown that
7 synaptic connections related to language acquisition
8 start before birth and peak around 11 months of age --

9 ON SCREEN: Phenomenal brain development during
10 a child's first 5 years

11 Simulation

12 25% 75% 90%

13 Birth 2 Years 5 Years

14 FEMALE ANNOUNCER: -- with nearly 90 percent of
15 this incredible window of growth complete in their first
16 five years. Every parent can seize this small window of
17 opportunity and truly give their child an early start on
18 all learning.

19 ON SCREEN: Awards for Your Baby Can Read!

20 FEMALE ANNOUNCER: Your Baby Can Read is a
21 multiple award winner, a proven learning system which can
22 give your child --

23 ON SCREEN: Racquel at 18 months HOME VIDEO

24 FEMALE ANNOUNCER: -- increased communication,
25 enhanced learning and overall confidence.

1 ON SCREEN: Adam at 26 months HOME VIDEO
2 ON SCREEN: Aiden at 18 months HOME VIDEO
3 FEMALE ANNOUNCER: The infant and toddler years
4 are the best and easiest time to learn --

5 ON SCREEN: Synapses in Infants and Toddlers
6 Tens of thousands of brain connections are
7 created every second!

8 FEMALE ANNOUNCER: -- when the brain is
9 creating thousands of synapses or connections every
10 second. This allows a child to learn both the written
11 word and spoken word.

12 TV: Elephant.

13 ON SCREEN: Simulation of child learning words

14 Clap

15 Visual Cortex

16 Auditory Cortex

17 Somatosensory Cortex

18 Motor Cortex

19 Speech.

20 FEMALE ANNOUNCER: At the same time. This is
21 how easy it works. Your child will see the word and, at
22 the same time, hear the word.

23 TV: Clap.

24 FEMALE ANNOUNCER: Then your child will see and
25 hear the meaning of the word through pictures or actions.

1 Your Baby Can Read is an easy-to-use system that works by
2 using a color code that starts with blue.

3 ON SCREEN: DVD Book Sliding Cards

4 FEMALE ANNOUNCER: One video, one book and one
5 set of sliding cards until your child is ready to move on
6 to the next color.

7 Stimulate your child's brain naturally and
8 easily with fun, interactive text, pictures --

9 ON SCREEN: Adam at 26 months HOME VIDEO

10 FEMALE ANNOUNCER: -- songs and games.

11 ON SCREEN: Kyan at 17 months HOME VIDEO

12 FEMALE ANNOUNCER: Your Baby Can Read can --

13 ON SCREEN: Dane at 2 2/1 years HOME VIDEO

14 FEMALE ANNOUNCER: -- become the foundation --

15 ON SCREEN: Mena at age 3 HOME VIDEO

16 FEMALE ANNOUNCER: -- for all learning for --

17 ON SCREEN: Jaden at 20 months HOME VIDEO

18 FEMALE ANNOUNCER: -- the rest of their

19 lives --

20 ON SCREEN: Results based on mean scores of two
21 study groups.

22 Study sponsored by Your Baby Can Read on ages
23 10 to 23 months.

24 FEMALE ANNOUNCER: -- and science proves it.

25 ON SCREEN: Overall Language Results chart

1 Auditory Communication Results

2 Expressive Communication Results

3 Overall Cognitive Results

4 FEMALE ANNOUNCER: In a scientific study with
5 two groups of 10 to 23-month-old babies, the Your Baby
6 Can Read group scored higher than the control group in
7 all areas of the tests, overall language, understanding
8 what they hear, expression using language and overall
9 cognitive ability. This is proven.

10 Seize this small window of opportunity while
11 they're young.

12 ON SCREEN: Lauren at 15 months HOME VIDEO

13 FEMALE ANNOUNCER: This is the only chance
14 you'll ever have to be their first teacher.

15 ON SCREEN: 30 DAY RISK FREE TRIAL

16 \$14.95

17 PLUS S&H

18 Early Language Learning System

19 CALL OR LOG ON RIGHT NOW

20 FEMALE ANNOUNCER: Call or go online right now
21 for a 30-day risk-free trial. Try the complete Your Baby
22 Can Read Early Language Development System risk-free for
23 only \$14.95. And it's fully refundable. You pay nothing
24 now except the trial amount. That's right, get it all.

25 ON SCREEN: 30 DAY RISK FREE TRIAL

1 \$14.95

2 PLUS S&H

3 Get Everything You Need To Help Your Child

4 Succeed

5 Early Language Learning System

6 FEMALE ANNOUNCER: And for the first time, you
7 get everything you need for your child to succeed.

8 ON SCREEN: 30 DAY RISK FREE TRIAL

9 \$14.95

10 PLUS S&H

11 Start Off With The Parent Pack:

12 Parents' Guide + Early Learning Workshop

13 FEMALE ANNOUNCER: To begin your program, you
14 get the baby's first teacher package that includes the
15 Your Baby Can Read Success Guide with easy, step-by-step
16 instructions, Dr. Titzer's DVD where he shares with you
17 the secrets of how this easy program has helped hundreds
18 of thousands around the world.

19 ON SCREEN: 30 DAY RISK FREE TRIAL

20 \$14.95

21 PLUS S&H

22 Start Off With The Parent Pack:

23 166 Teaching Words & 15 Games

24 FEMALE ANNOUNCER: We also include 166
25 interactive words with 15 fun games to share and enjoy

1 with your child.

2 ON SCREEN: 30 DAY RISK FREE TRIAL

3 \$14.95

4 PLUS S&H

5 Be Your Baby's First Teacher

6 Karli

7 KARLI: You are your child's first teacher.

8 You are the one that loves your child unconditionally and
9 wants them to succeed.

10 ON SCREEN: 30 DAY RISK FREE TRIAL

11 \$14.95

12 PLUS S&H

13 5 LEVELS OF LEARNING:

14 FEMALE ANNOUNCER: You'll receive this
15 incredible five levels of learning set. This proven read
16 and play program captures your child's attention using
17 interactive books, DVDs and sliding cards.

18 ON SCREEN: 30 DAY RISK FREE TRIAL

19 \$14.95

20 PLUS S&H

21 The Complete Five Level Learning System

22 FEMALE ANNOUNCER: And before you know it, your
23 baby can read.

24 ON SCREEN: 30 DAY RISK FREE TRIAL

25 \$14.95

1 PLUS S&H

2 30 Day Money Back Guarantee

3 FEMALE ANNOUNCER: That's right. If you do not
4 see success in 30 days, just send it back for a complete
5 refund, no questions asked.

6 ON SCREEN: 30 DAY RISK FREE TRIAL

7 \$14.95

8 PLUS S&H

9 SPECIAL BONUS!!

10 FREE Gift With Purchase

11 Your Child Can Read!

12 FEMALE ANNOUNCER: As a free gift with your
13 purchase today, you'll also get a special bonus. It's
14 our incredible companion DVD series, Your Child Can Read,
15 that will help unlock the next level of your child's
16 reading potential.

17 ON SCREEN: 30 DAY RISK FREE TRIAL

18 \$14.95

19 PLUS S&H

20 EXCLUSIVE OFFER!

21 Not Available In Any Store

22 FEMALE ANNOUNCER: This exclusive offer is not
23 available in any store. The DVDs from Your Child Can
24 Read give you hundreds and hundreds of new words as it
25 teaches phonics, comprehension and reading speed --

1 ON SCREEN: 30 DAY RISK FREE TRIAL

2 \$14.95

3 PLUS S&H

4 EXCLUSIVE OFFER!!

5 FREE Gift With Purchase

6 FEMALE ANNOUNCER: -- and it's yours to keep
7 absolutely free with your purchase.

8 But that's not all. With this exclusive
9 television offer, call or go online right now and your
10 shipping and handling is free.

11 ON SCREEN: 30 DAY RISK FREE TRIAL

12 \$14.95

13 PLUS S&H

14 FREE Shipping & Handling

15 Call Now Risk Free Trial

16 FEMALE ANNOUNCER: Order this 30-day risk-free
17 trial.

18 ON SCREEN: 30 DAY RISK FREE TRIAL

19 \$14.95

20 PLUS S&H

21 FREE Shipping & Handling

22 SATISFACTION GUARANTEED

23 FEMALE ANNOUNCER: Your satisfaction is 100
24 percent guaranteed. You can give your child the ultimate
25 gift, a real head start in life. Order Your Baby Can

1 Read now.

2 ON SCREEN: The preceeding has been a paid
3 presentation for Your Baby Can Read

4 MALE ANNOUNCER: The preceding has been a paid
5 presentation for Your Baby Can Read.

6 (The recording was concluded.)

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

1 C E R T I F I C A T I O N O F T Y P I S T

2

3 MATTER NUMBER: 1123045

4 CASE TITLE: YOUR BABY CAN READ!

5 TAPING DATE: DATE UNKNOWN

6 TRANSCRIPTION DATE: DECEMBER 13, 2011

7

8 I HEREBY CERTIFY that the transcript contained
9 herein is a full and accurate transcript of the tapes
10 transcribed by me on the above cause before the FEDERAL
11 TRADE COMMISSION to the best of my knowledge and belief.

12

13 DATED: DECEMBER 13, 2011

14

15

16 ELIZABETH M. FARRELL

17

18 C E R T I F I C A T I O N O F P R O O F R E A D E R

19

20 I HEREBY CERTIFY that I proofread the transcript for
21 accuracy in spelling, hyphenation, punctuation and
22 format.

23

24

25 WANDA J. RAVER

Exhibit B – Audio File [YBCFTC00000733]

[Audio file provided on attached media disc]

Exhibit C – Audio File [YBCFTC00000734]

[Audio file provided on attached media disc]



Read!



Your Baby Can Read!® was
Developed by Dr. Robert Titzer, Ph.D.
A recognized expert in infant research

Imagine...

Your toddler reading YOU a story!

Your Baby Can Read!® is the early reading
program for children 6 months to 5 years

And best of all it's FUN! The natural window
of opportunity to learn written language is
at the same time children learn to speak.
Imagine your child reading before the age
of five, prior to entering school!

Get started today, here's how...

Try the program in your home for a month.
If you're not 100% satisfied, simply return it
for a full refund - no questions asked! Don't
wait any longer, get your child started now!



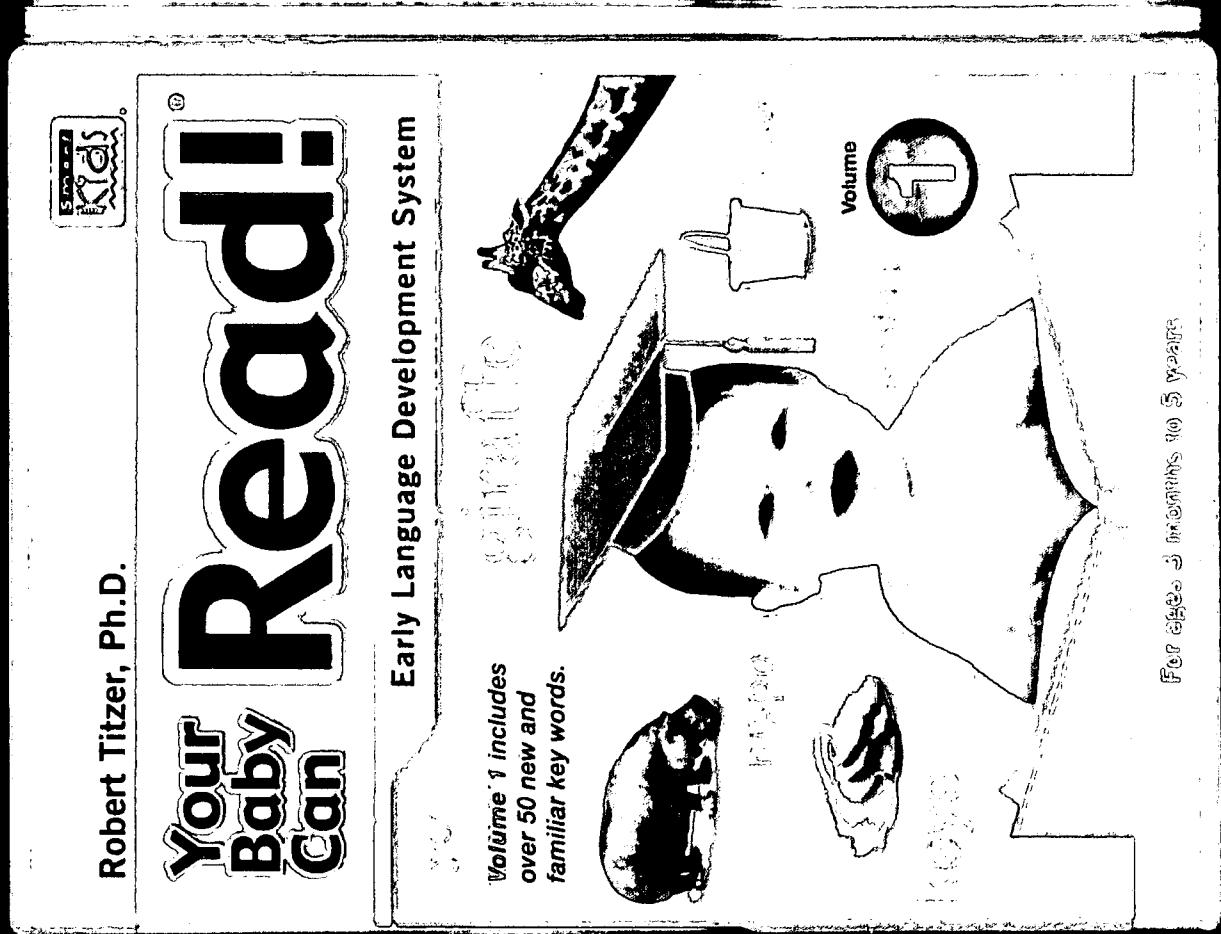
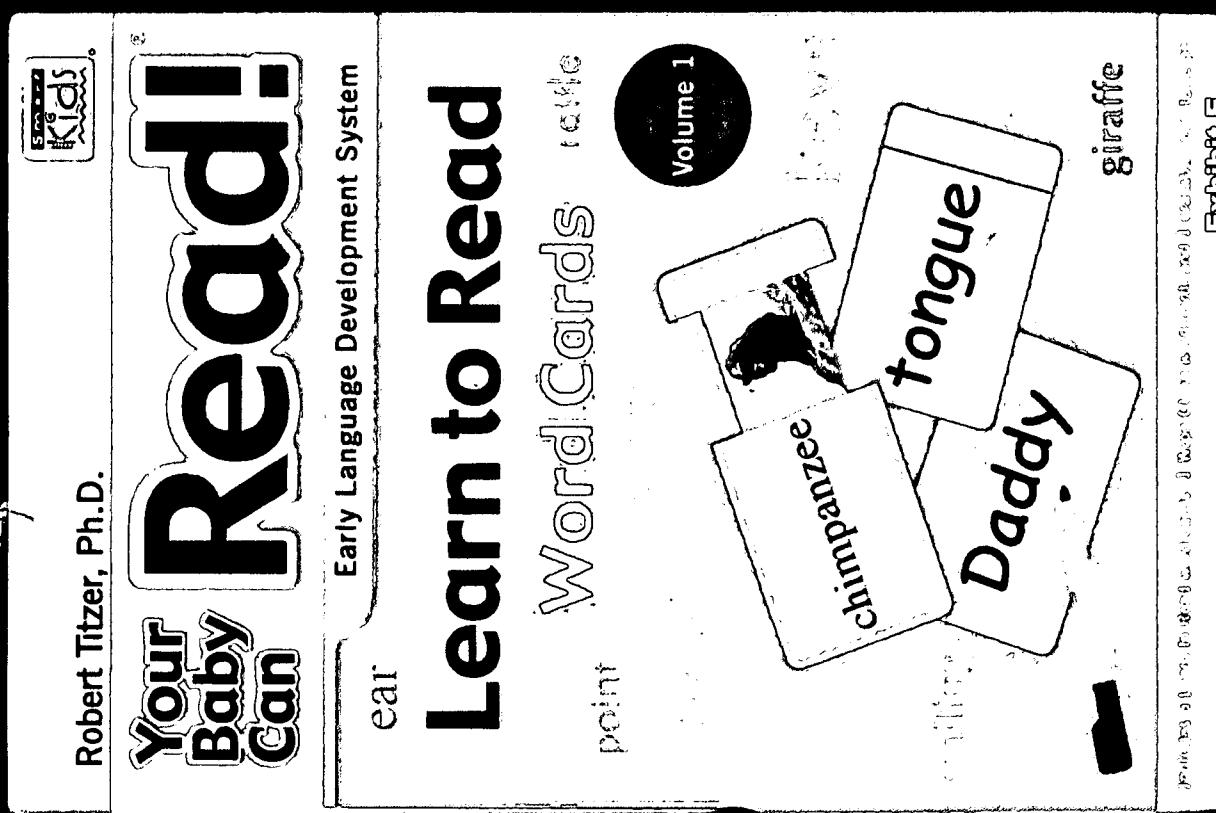
See it to
believe it!
LOG ON NOW!

Try it for 30 Days, RISK FREE!
It's only \$14.95 to start + FREE Shipping
CALL NOW to get 3 BONUS GIFTS with your trial order!

www.YourSmartReader.com
Call 1-800-492-6196 to order!

©2009 Your Baby Can, LLC

YBCFTC00000693



YBCETC00000776

Page 1 of 2

Volume 1 DVD & Card Set

Robert Titzer, Ph.D.

Your Baby Can Read!®

Early Language Development System

Your Baby Can Read! Volume 1 DVD:

INCLUDES:

1 Interactive DVD

5 Double-sided
sliding word and
picture cards

1 Wipe-clean word
card and non-
toxic pen

Dr. Titzer's next step following the Starter DVD in your child's early language development.

This revolutionary early reading program encourages infants and toddlers to learn the written word NATURALLY as they are learning the spoken word.

The most natural window for language development is 3 months to 5 years.

Studies indicate that early readers are more confident, have higher self-esteem, and generally do better in school and in life!



Starter
DVD

Volume
1
DVD

Volume
2
DVD

Volume
3
DVD

Review
DVD

✓

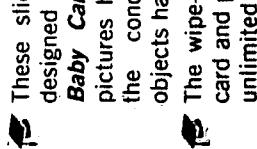
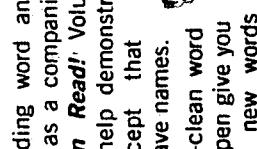
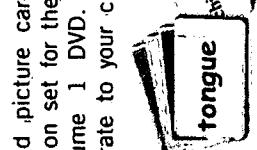
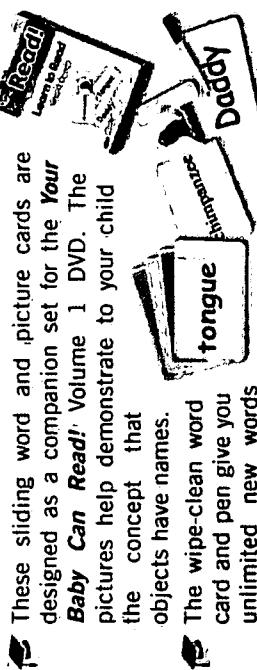
This revolutionary early reading program encourages infants and toddlers to learn the written word NATURALLY as they are learning the spoken word.

The most natural window for language development is 3 months to 5 years.

Studies indicate that early readers are more confident, have higher self-esteem, and generally do better in school and in life!

Learn to Read Word Cards:

Start
your
child
NOW!



These sliding word and picture cards are designed as a companion set for the *Your Baby Can Read!* Volume 1 DVD. The pictures help demonstrate to your child the concept that objects have names.

The wipe-clean word card and pen give you unlimited new words at your fingertips!

This revolutionary early reading program encourages infants and toddlers to learn the written word NATURALLY as they are learning the spoken word.

The most natural window for language development is 3 months to 5 years.

Studies indicate that early readers are more confident, have higher self-esteem, and generally do better in school and in life!

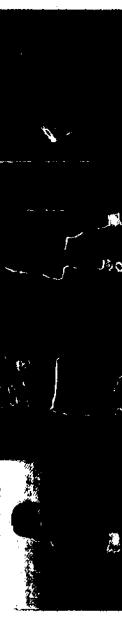
The Starter DVD introduces children to the wonderful world of reading with 22 key words. Have your child watch it for the first month, once or twice a day.

Volume 1 reviews the Starter DVD words and introduces approximately 30 new key words to help build vocabulary. Have your child view Volume 1 for two months.

Volume 2 introduces approximately 50 new key words. After three months your child will be ready for Volume 2. View this DVD for two months, occasionally alternating with Volume 1 and the Starter DVD.

Volume 3 introduces about 50 new key words, and combines new and familiar words into short phrases. After five months, your child will be ready for Volume 3. Have your child watch this DVD for one month.

The Review DVD covers over 160 key words from the previous DVDs in a new context. By the seventh month your child should be ready for the Review DVD. Alternate between all five DVDs from here on out — your child will enjoy reviewing this program for years to come!



ISBN-10: 1-59125-749-2
ISBN-13: 978-1-59125-749-3
U.S. \$16.95 / CAN. \$19.95

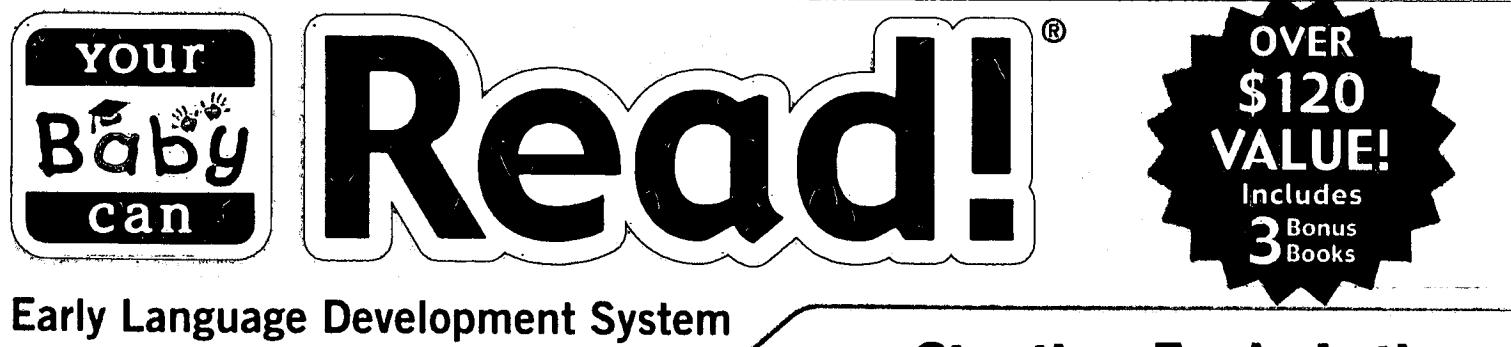
For ages 3 months to 5 years

Now is the time to give your child the **Exhibit E**



Robert Titzer, Ph.D.

YBCFTC00000779



Early Language Development System

Starting Early Is the Key to Reading Success!



BUILDS

- Self-Esteem
- Comprehension
- Phonics Awareness



Bonus Books!

Reading System for Ages 3 months to 5 years

Uses a Fun, Multi-Sensory Approach

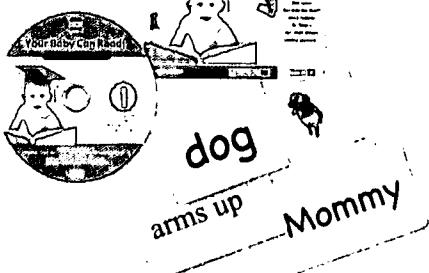
Exhibit F
Page 1 of 5



You are your child's first teacher!

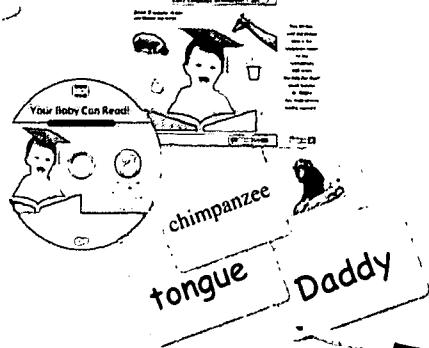
Step 1

Gives your child a strong foundation for reading. By learning his or her first words, your child can progress through the other steps with the understanding that words have meanings.



Step 2

Builds upon what your child has previously seen in Step 1 to enhance their learning.

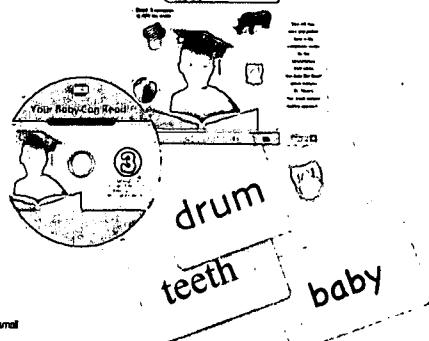


Color-Coded Reading Step System



Step 3

Has your child learning to read over 100 words, better preparing your child for future success.



WARNING

Not suitable for children under 36 months due to small parts which may present a choking hazard.



3 Interactive Videos

- your child will see and hear the words, along with the meaning of the words
- teaches your child about objects, action words, and body parts
- entertains your child using fun sing-along songs and poems

www.StartYourBabyReading.com



15 Interactive Cards

- allows your child to associate the word with a picture of the word
- includes 3 erasable word cards and 1 non-toxic pen

3 Interactive Books

- familiar words are introduced in a new context to help expand their meaning



Read!®



**The most
natural window
of language
development
is early
in life!**



**Multi-
Sensory
System**

How It Works: Allows your child to learn the written word and the spoken word at the same time.



Robert Titzer, Ph.D.

Your Baby Can Read!® was developed by Robert Titzer, Ph.D., a recognized expert in infant learning.

YOUR
Baby
can

Read!®

AS SEEN ON
TV

I can read!



Blake
14 months

Ridley
19 months

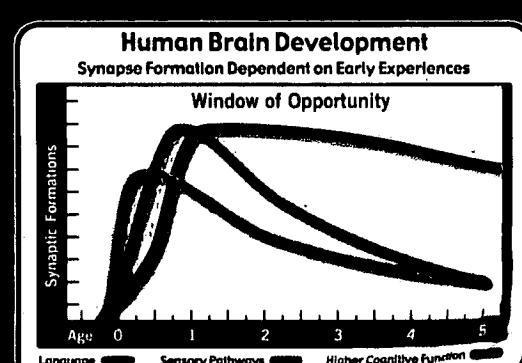
Aubrey
3 years

Drake
4 years

Simple and Easy • Early Reading System

Major university studies indicate the best time for learning is during the first five years of life.

Human Brain Development
Synapse Formation Dependent on Early Experiences



Window of Opportunity

Age: 0, 1, 2, 3, 4, 5

Language

Sensory Pathways (Vision, Hearing)

Higher Cognitive Function

Exhibit F
Page 4 of 5

AS SEEN ON
TV

Reacademy®

YOUR Baby can

Early Language Development System

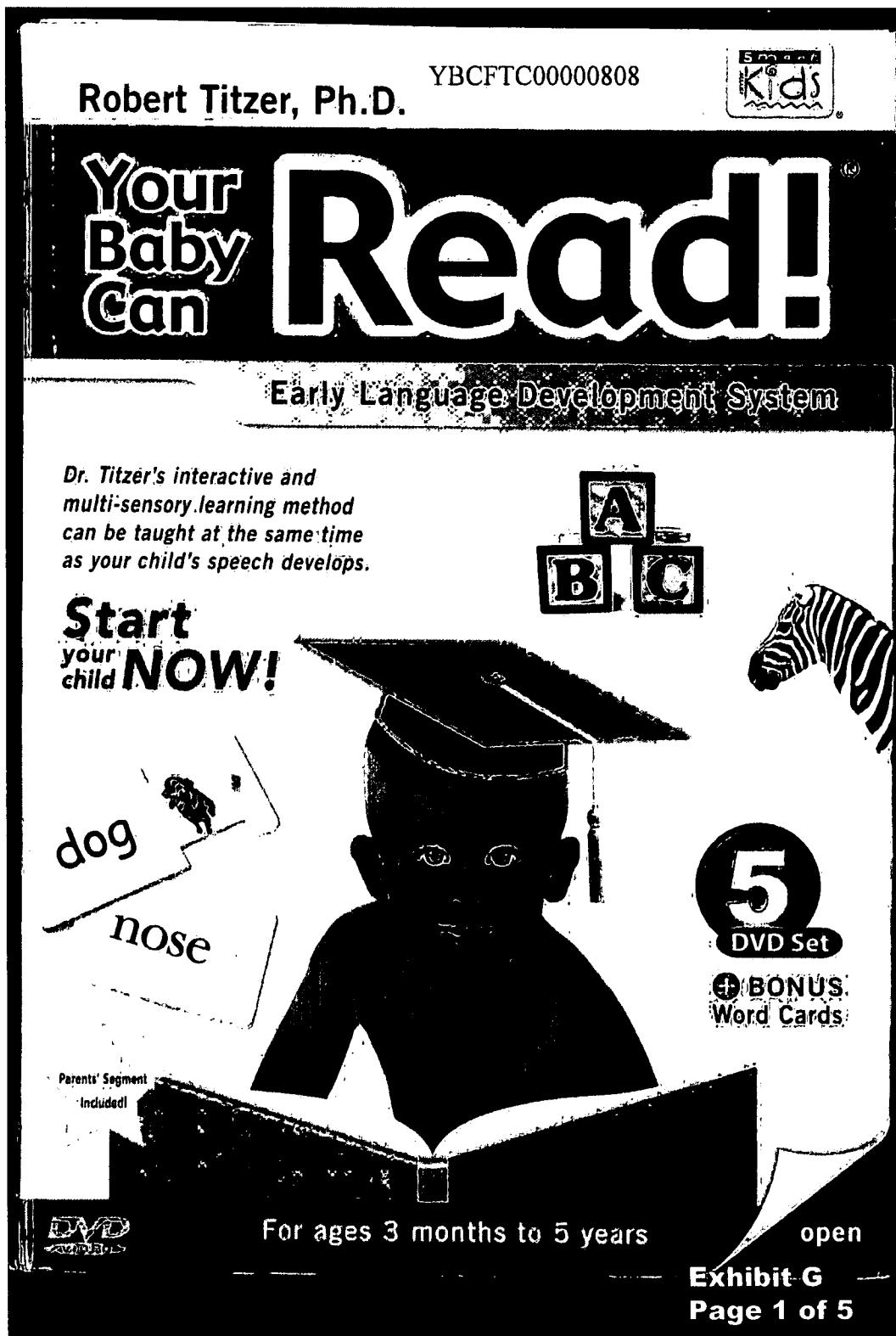
I can read!

Simple and Easy Early Reading System

BUILDS

- Self-Esteem
- Comprehension
- Phonics Awareness

Developing Child™



Robert Titzer, Ph.D.

Your Baby Can Read!®

Early Language Development System

The *Your Baby Can Read!® Learning System* delivers the tools that will make an incredible difference in your child's life! This easy-to-use DVD and word card set teaches your child whole language and phonics using a combination of sound, sight, and interaction. This multi-sensory technique helps a child grasp word recognition – leading to early reading success!

5
DVD Set

- 5 Double-sided sliding word and picture cards
- 1 Wipe-clean word card and non-toxic pen



- A national panel on reading and early education suggests combining both phonics and a whole language approach to reading — the fundamental aspect of the *Your Baby Can Read Learning System*!
- The videos don't take time away from your child's other activities — it's fun and your child needs only to view them once or twice a day!

"A national panel of reading specialists and educators determined that most of the nation's reading problems could be eliminated if we start teaching reading earlier."

www.TeachYourBaby.com | Toll free: 1-877-881-READ

Exhibit G
Page 2 of 5



Robert Titzer, Ph.D.

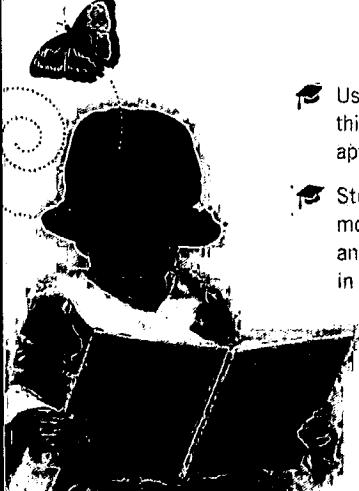
**Smart
for
Kids**

**Your
Baby
Can
Read!**

Early Language Development System

Dr. Titzer's interactive and multi-sensory learning method teaches written language at the same time as the child's speech develops.

Your Baby Can Read!®
has been featured on:
Good Morning America,
CBS This Morning,
CNN, MSNBC,
and many more.



- Using songs, poems, animals and children, this system's multi-sensory and interactive approach makes reading fun for everyone!
- Studies indicate that early readers are more confident, have higher self-esteem, and generally do better in school and in life!
- Our stimulating program is a true learning system, while many television programs are passive, entertainment experiences.

DVD

For ages 3 months to 5 years

Exhibit G
Page 4 of 5

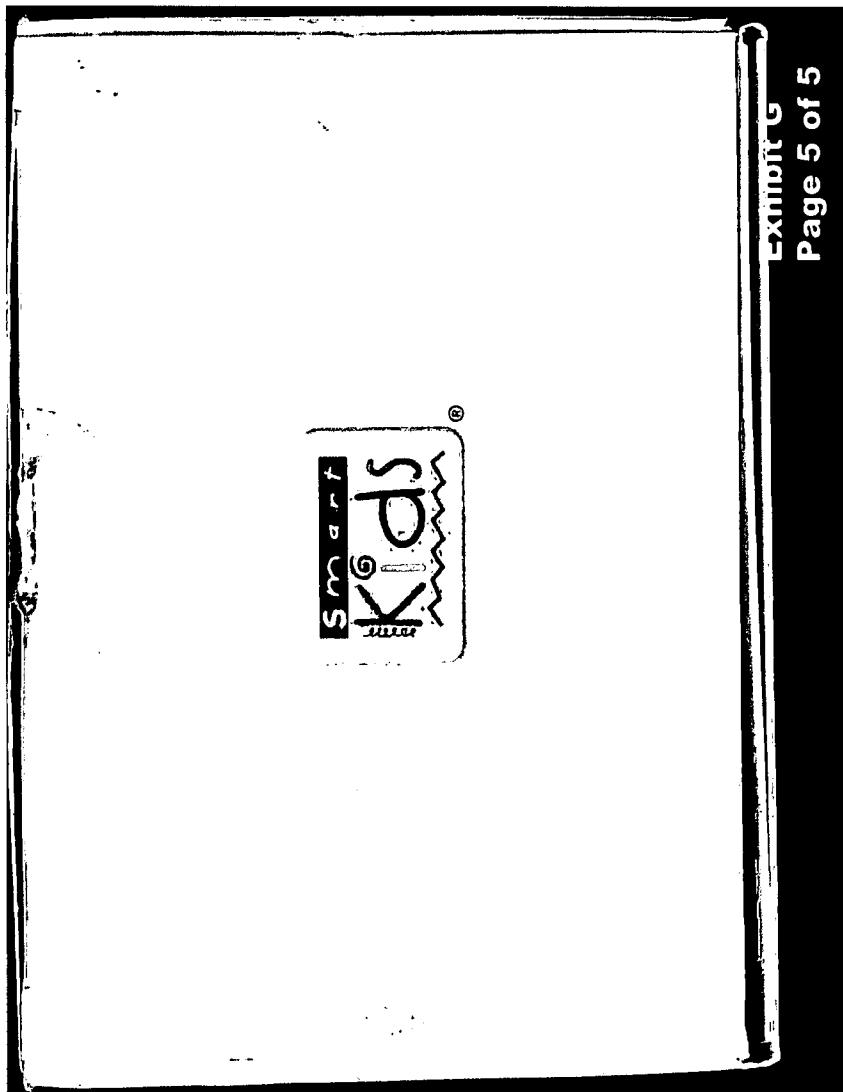


Exhibit G
Page 5 of 5



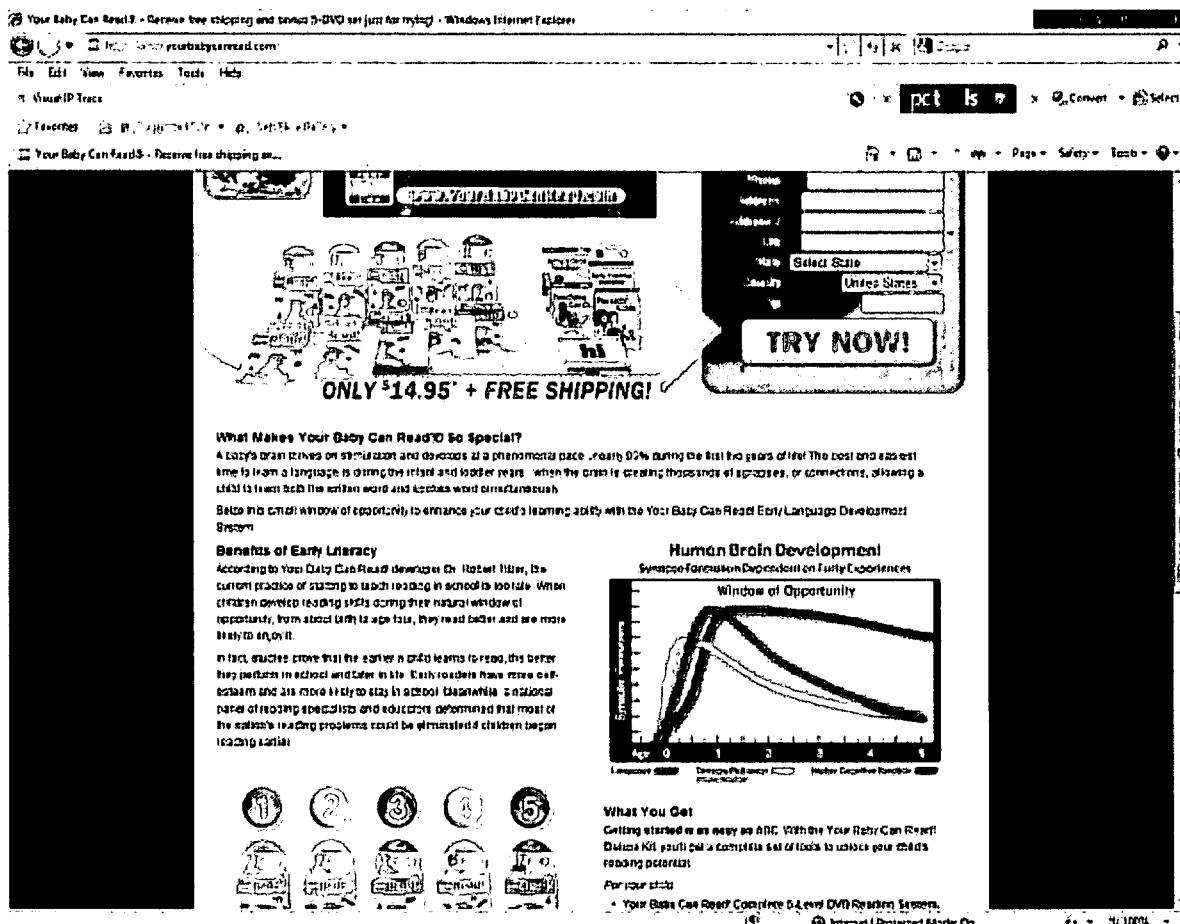
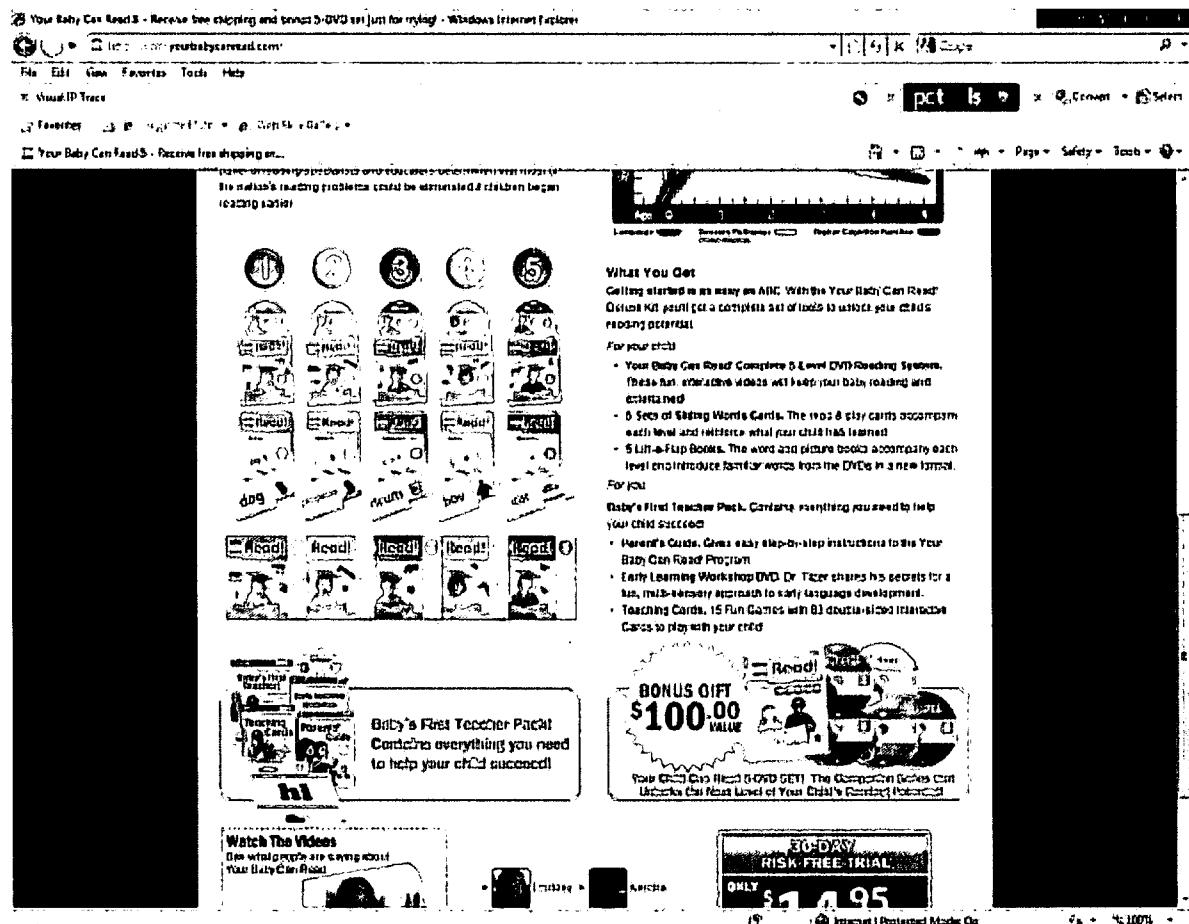


Exhibit H
Page 2 of 4



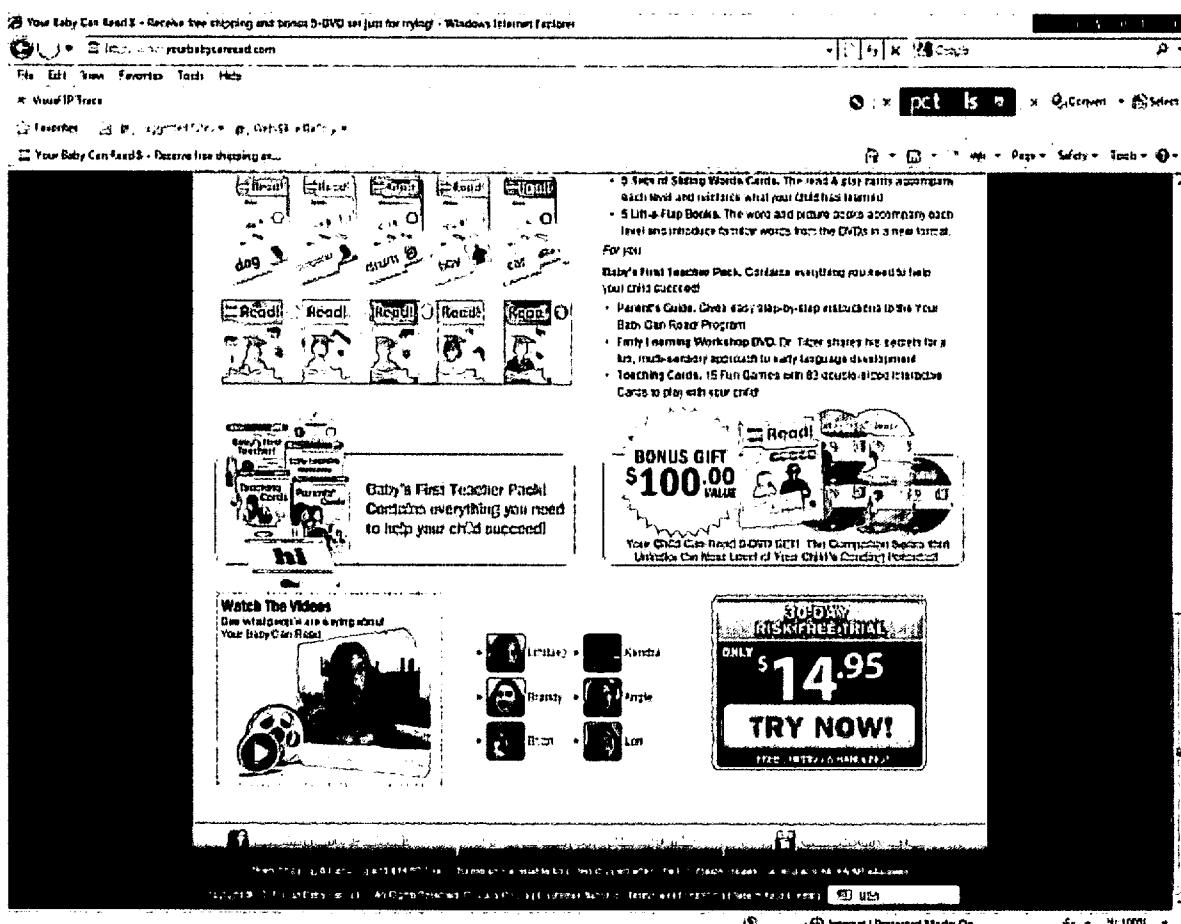
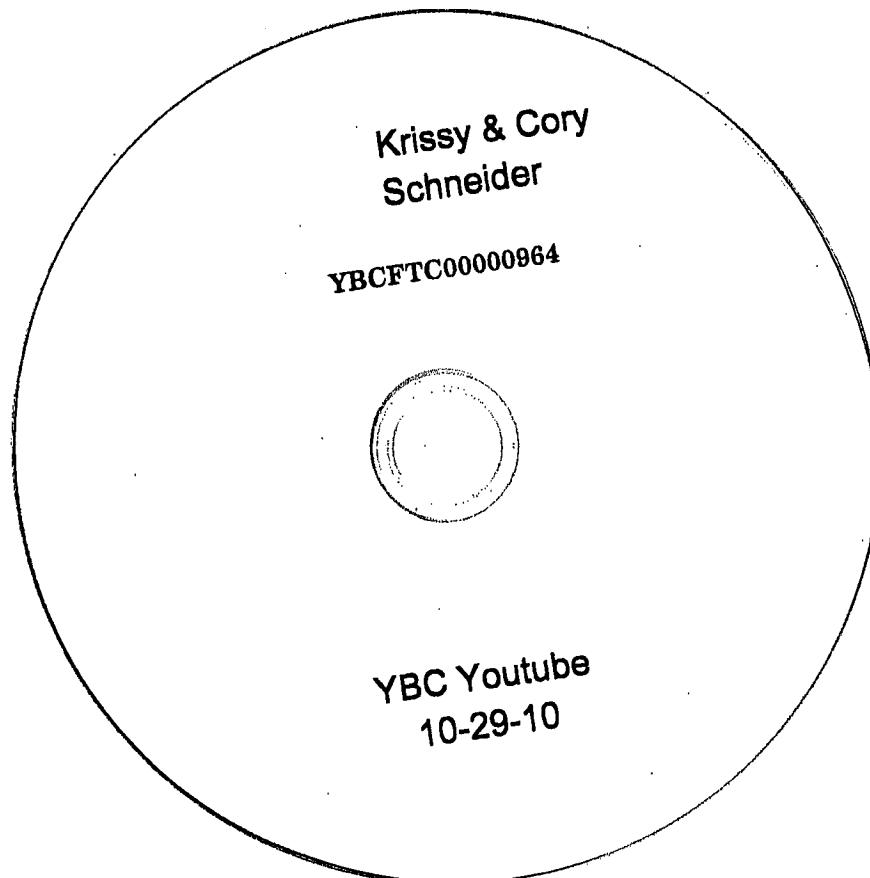
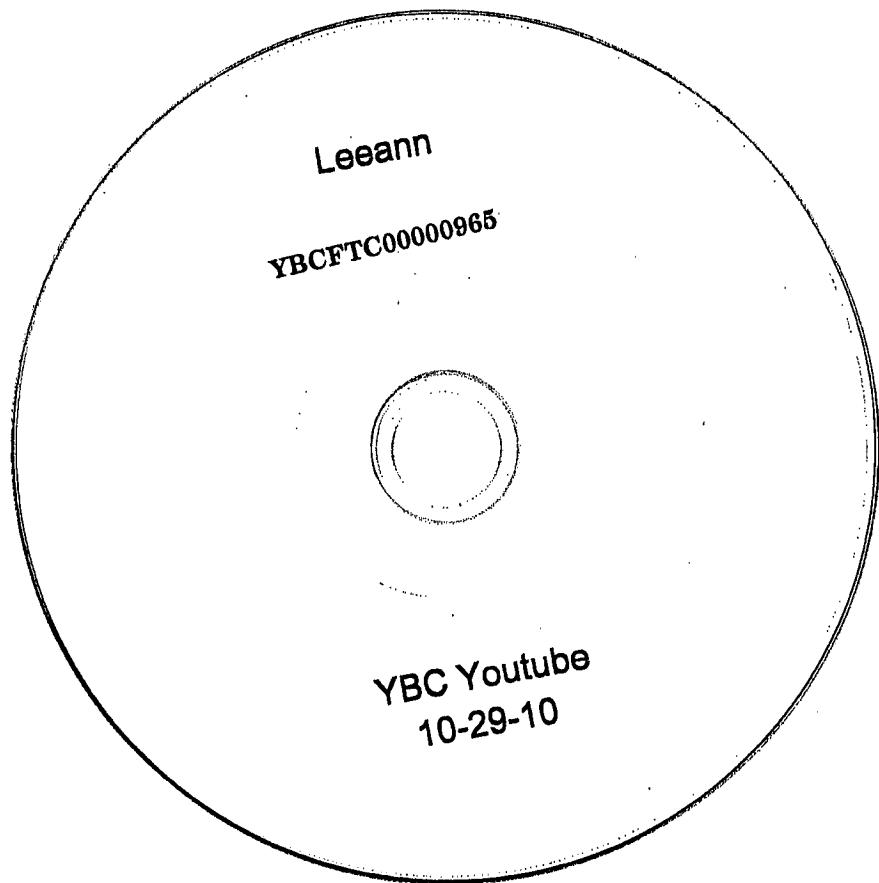


Exhibit H
Page 4 of 4



[Video provided on attached media disc]



[Video provided on attached media disc]